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# The Lure of Kalamazoo

## II

## 1912

PHOTOGRAPHIC  
FILE

Return to Bottom Drawer

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# The Lure of Kalamazoo

A Pictorial Presentation of Its Many Advantages *for* Industrial, Commercial, and Residential Life *in* 1912

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*Compiled by*

THE COMMERCIAL CLUB

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**Second Edition**

Text by Louis H. Conger

Photos by G. W. Austin, Henry Dornbush, Louis H. Conger, and others

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**In Kalamazoo We Do**



# What the Kalamazoo of 1912 Actually Contains



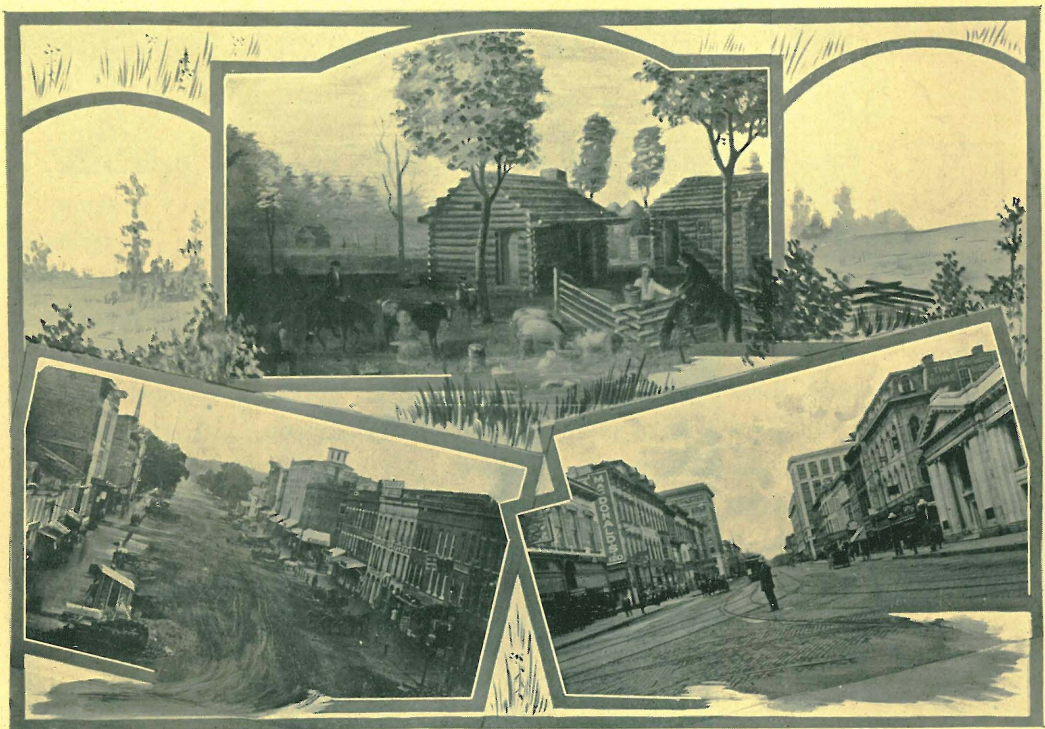
WILL be shown so far as space permits in this modest publication, and on this account the historical side of Kalamazoo's development, rich in interest, must be ignored. To set forth in just terms the many factors contributing to a tremendous industrial and commercial development, our transportation facilities and breadth of market; to tell of our great educational institutions, our parks, our beautiful homes and shaded streets,—would require an imposing volume. We must content ourselves with a mere glimpse of Kalamazoo, and must leave untouched vastly more than we have shown.

Kalamazoo invites the world at large to come and see the city, to investigate its matchless opportunities for commerce and industry, its superior qualities as an abiding place. If you desire to share in the good things we have or care for the surroundings of convenience and culture, come to Kalamazoo.



Gull Street Bridge





Main Street Before the War

Titus Bronson House, 1829

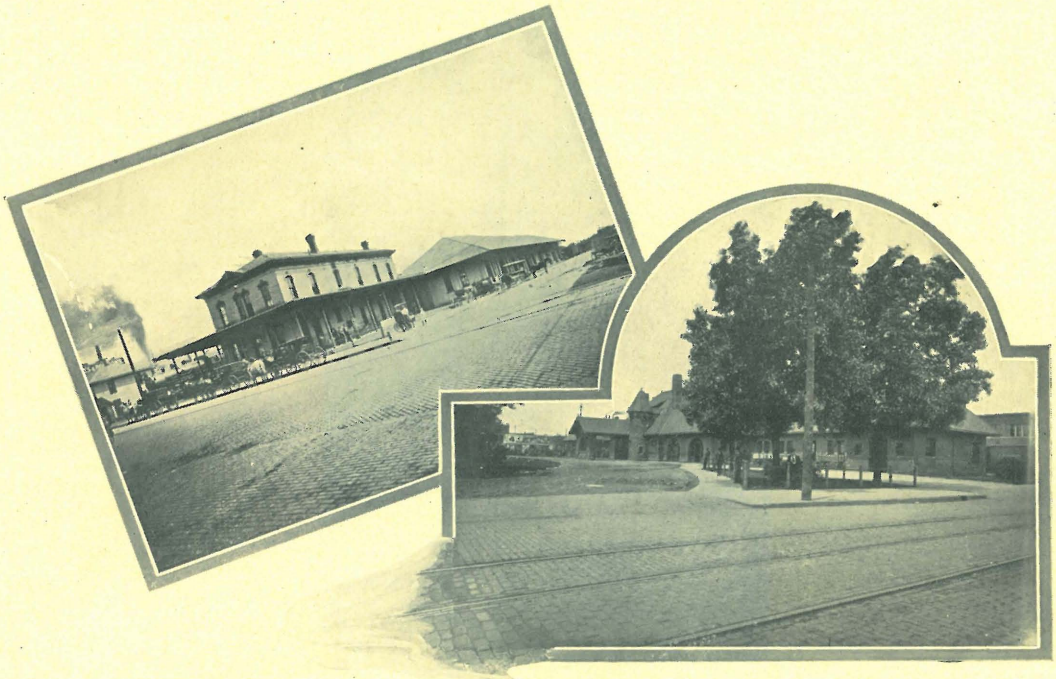
Main Street in 1912

With the first glimpse of Kalamazoo from the bluffs which surround it, one scarcely wonders that Titus Bronson chose this beautiful spot for his home when he first beheld it in 1829. Here, where the Portage enters the Kalamazoo, the narrow valleys widen into a vast natural amphitheater on whose broad floor lie the rich lands which later made Kalamazoo's fame world-wide. An abundance of springs and little streams of purest water was there, and it had long been a favorite camp for Indians, who called it "Ki-Kalamazoo," or the "Place of the Boiling Pot." So within a stone's throw of the mound which still mutely testifies to the similarly keen judgment of that mysterious people, the Mound Builders, the first white man built his home.

Almost a century later, this grand stage with its setting of tall buildings and busy factories displays a monument to pioneer forethought. The streams they welcomed now help to operate giant paper mills, the same forest now shades the man-made streets, while from the hillcrests imposing homes and stately institutions of learning ever look down into the busy scenes of commerce and industry below.



Ideal as is the site of Kalamazoo for its development into a beautiful city, the greatest natural advantage lies in its geographical location. Michigan has long enjoyed the prestige of being one of the most richly endowed of the states in agricultural and mineral wealth, in this respect ranking far above the seventh place in the Union to which its population entitles it. Industrially it ranks as high, and its strategic position between the great East-West water and rail routes, has resulted in a tremendous development in manufacturing in recent years. From a climatic viewpoint the state is singu-



G. R. & I. Depot

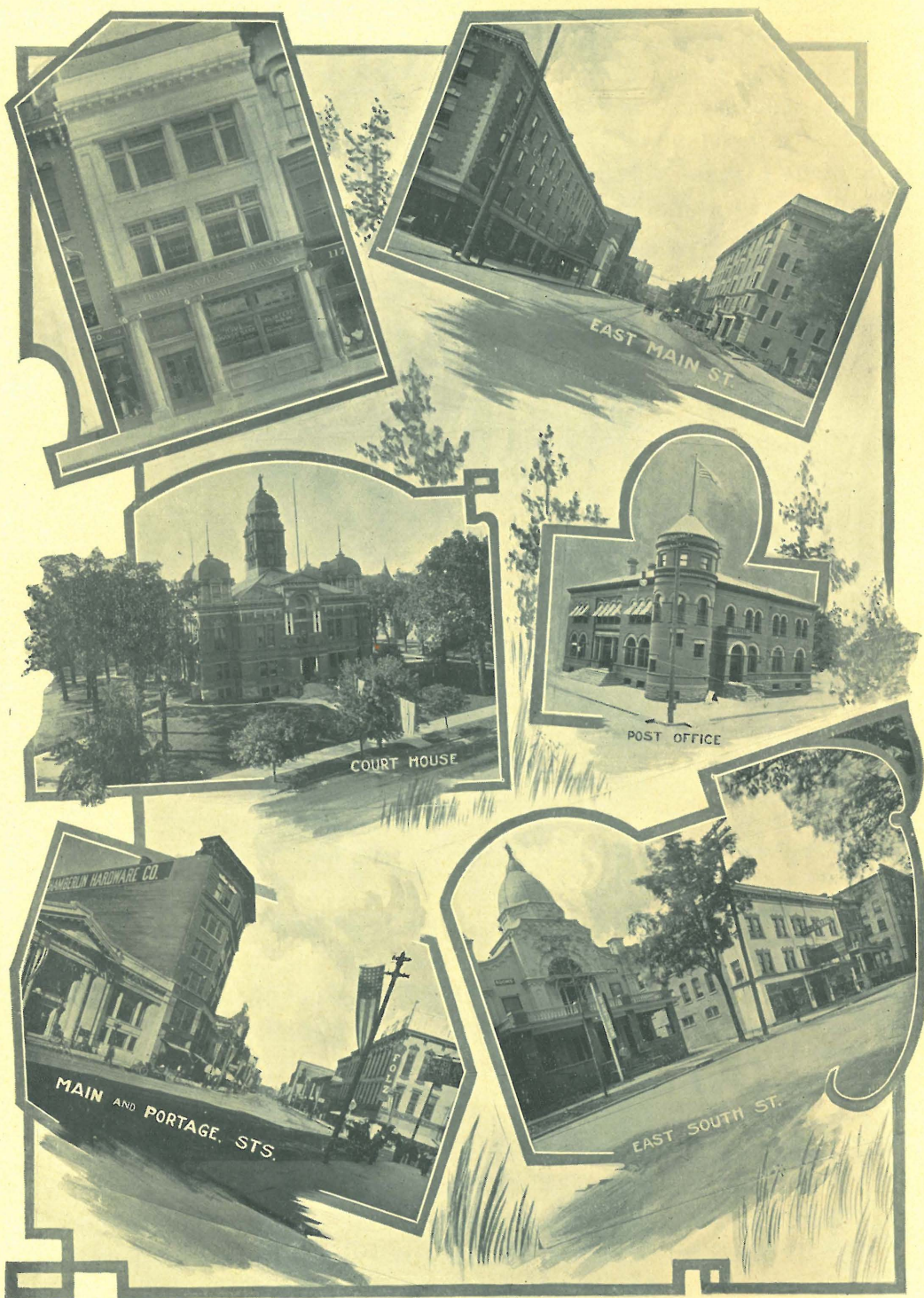
M. C. Depot

larly favored, and its girdle of fresh-water seas and myriads of smaller lakes long ago made it a summer playground and the Mecca of the tourist and sportsman.

These considerations proved their worth during the past decade when the lure of the West caused an actual decrease of population in many of the neighboring states. Michigan showed a seventeen per cent increase, while the 1910 census figures showed a *sixty-three per cent increase in population in Kalamazoo during the preceding ten years.*

With nearly fifty thousand population in 1912, Kalamazoo justly ranks as the fourth city in Michigan and the first city in the southwestern section









South Burdick Street Panorama

of the state. Fifty miles northward toward Grand Rapids, fifty miles southward to the state line, and forty miles westward to the shores of Lake Michigan, the richest counties of Michigan, point with pride to Kalamazoo as their metropolis. There is no city of equal importance to the eastward until Detroit is reached, 144 miles away, Chicago being almost exactly the same distance to the west. Kalamazoo's unquestioned supremacy in Southwestern Michigan gives a broad market which is a potent factor in the present commercial prosperity. A permanent guaranty of Kalamazoo's position in this field is found in the importance its seven railroads give. The double-tracked Michigan Central and the Grand Trunk give the best of east and west service. North and south, Kalamazoo has the Grand Rapids & Indiana and the Lake Shore & Michigan Southern. The Chicago, Kalamazoo & Saginaw, the Kalamazoo, Lake Shore & Chicago, and the South Haven Division of the Michigan Central are the feeder lines into the territory not touched by the four trunk lines. These roads radiate in ten directions from the city like the spokes of a wheel, and the passenger service is such that residents everywhere within a radius of fifty miles can conveniently spend the day in Kalamazoo and return home in the evening. Twenty west-bound, 19 east-bound, 16 north-bound and 15 south-bound trains give the city a total of 71 passenger trains daily.

As important as any of these is the main line of the Michigan United Traction Company with through cars every hour as far east as Detroit. Branches extend to Gull Lake and Lansing, and work is being pushed on the extension northward to Grand Rapids. Kalamazoo is destined to be the interurban center of Western Michigan as it already is for the railroads.



With these great arteries into every section of Michigan and the surrounding states, it is not surprising that Kalamazoo ranks high as a convention city, if for no other reason than its accessibility. Conventions are always numerically successful here, for, whether the delegates come from east or west, north or south, Kalamazoo is readily accessible to all. Kalamazoo's record is a convention a week, and the city has become educated in the treatment and



Main and Rose Streets

handling of them. There is a magnificent array of splendid hotels; a long list of excellent restaurants, and a goodly quantity of capacious lodging-houses. It happens so often that we have acquired the art, to use a homely expression, of "bulging out" and "shrinking up" to fit the size of the crowd. All have a good time while they are here and go away happy and with pleasing recollections of their sojourn.

The first impression of the traveler entering Kalamazoo, as his train threads through a labyrinth of freight yards and between huge factories, is of a great inland metropolis, and the skyscrapers which appear as he nears the center of the city confirm this aspect. Broad streets lined on either side with business blocks lead from the depots to the heart of the city, only a short distance away.

Finding a good hotel, that bugbear of the visitor in so many cities, is never a problem in Kalamazoo. There are twenty-two hotels in the city, furnishing accommodations to satisfy the most exacting. Three fire-proof hostleries of the most modern type cater to the most exclusive trade, while the range of rates provides comfortable quarters at even the most modest outlay. Eight of these



hotels are on the American plan, and the remaining base their rates on the European plan. Most of the latter maintain excellent cafes, in addition to which there are twenty-seven restaurants in the down-town district.



Rickman Hotel

The feature which first impresses one is the aggressive commercialism of the city. Fine stores in every line of mercantile business testify to the profitable trade which is enjoyed, and it is the marvel of the visitor that the city can support such an array. One department store alone occupies a six-story and basement building of 150,000 square feet of floor space, and there are other



mercantile establishments quite as imposing. There are ten men's clothiers; eight drygoods houses; twenty-nine shoe dealers; twenty-five druggists; fifteen jewelers; one hundred eleven grocers; other lines are represented in equal proportion.

Let it not be assumed that Kalamazoo alone supports this gigantic commercial structure, unless it is conceded that a municipality of eight and a half square miles and 50,000 inhabitants can take in all the territory within a radius of fifty miles. Every town, every hamlet in the ten counties in Kalamazoo's immediate vicinity pours a steady stream of patronage into the city, and the actual buying population is 336,613 souls, according to the 1910 federal census. With the exception of Battle Creek with 25,627 inhabitants, and Benton Harbor with 9,186, there are no towns in the entire section which touch the 6,000 mark, and only eleven cities all told.



The map evidences clearly how this entire territory looks to Kalamazoo as its market-place, for there is not a point within fifty miles where the residents can not leave for the city for a day's trading and be home the same day. From the east the Michigan Central and the Michigan United bring travelers from Albion, Marshall and Battle Creek; the C. K. & S. from Hastings and Barry County; the Lake Shore and the Grand Rapids & Indiana from Plainwell, Allegan, and Allegan County; the South Haven division of the Michigan Central touches a rich territory, while the main line of the Michigan Central and the Fruit Belt extend into all the towns of Van Buren and Berrien counties; the Grand Trunk swings through the territory just to the eastward, while the Lake Shore takes care of Schoolcraft, Three Rivers, and that section. The G. R. & I. to the south makes the eleventh line radiating from Kalamazoo as a center.

Measured in terms of the city's own resources, Kalamazoo's future greatness is assured, but doubtless the one outside contributing factor in Kalamazoo's tremendous growth is the richness of the surrounding country—a reservoir of agricultural wealth which has its outlet in Kalamazoo, the metropolis and market-place.





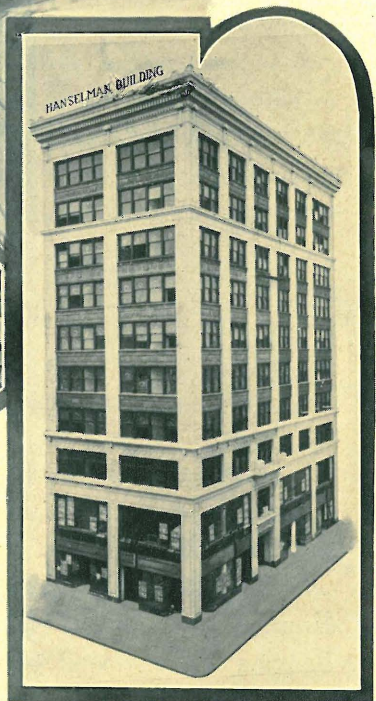
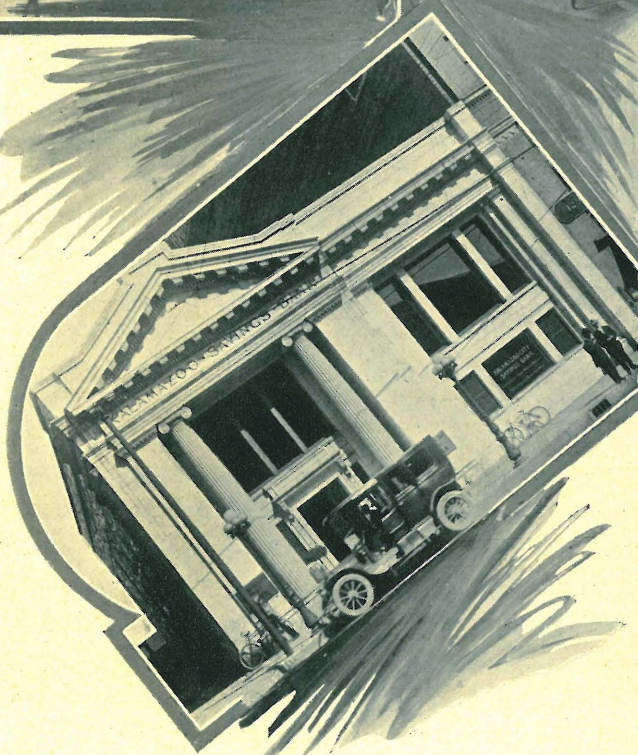
Kalamazoo-City Savings Bank

The banks of the city may be considered the guardians of its people's exchequer, and by banking methods which are universally regarded as progressive and yet ever reliable, those of Kalamazoo have shared and contributed to the city's prosperity in no small measure. Through a series of consolidations during recent years, Kalamazoo now has four powerful banking institutions, two under national and two under state charters, and there has never been a failure among them. Their combined capital and surplus amounts to \$1,441,000, and their combined resources to more than ten millions of dollars, as shown by the following table:

Bank	Capital	Surplus	Resources
Kalamazoo-City Savings Bank.....	\$300,000	\$187,000	\$4,085,000
First National.....	300,000	160,000	2,958,000
Kalamazoo National.....	200,000	118,000	2,558,000
Home Savings.....	100,000	76,000	1,162,000
	<u>\$900,000</u>	<u>\$541,000</u>	<u>\$10,763,000</u>

Three of these banks possess handsome homes of the most modern type, that of the Kalamazoo National being an eight-story fire-proof structure on the corner of Main and Burdick Streets. The upper stories are occupied as offices by the various professional men of the city. Kalamazoo-City Savings Bank is located at Main and Portage Streets, where has been erected a banking house second to none in this section. It is built of marble along classic lines, and is used exclusively for banking purposes. The Home Savings Bank is well housed in a handsome building at 115 West Main







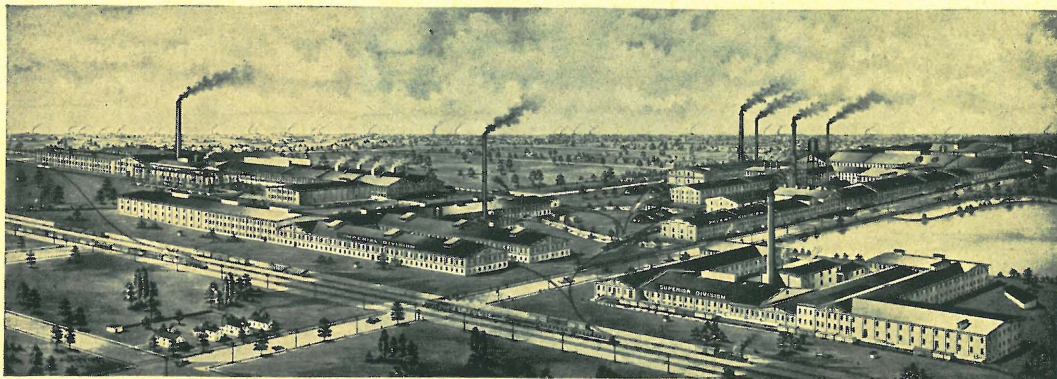
Street, while the First National Bank is occupying temporary quarters during the erection of a magnificent building on the corner opposite the Kalamazoo National Bank Building.

The clearings through these banks furnish one of the most surprising instances of Kalamazoo's growth. Despite the consolidation of two of the largest banks, the clearings increased nearly 300 per cent in the decade preceding 1911, when the clearings were \$35,664,276. The first five months of 1912 show an increase of 15 per cent over those of the preceding year until May 1st, when the First National and the Michigan National were consolidated under the charter of the First National Bank.

Month	1911	1912
January .....	\$3,059,482	\$3,351,364
February .....	2,486,789	2,831,887
March .....	3,028,908	3,165,576
April .....	2,773,914	3,434,856
May .....	3,299,249	3,292,287*

\*Result of consolidation

Beyond question, the greatest factor in Kalamazoo's growth and prosperity has been its tremendous industrial growth and the phenomenal success of practically all the manufacturing enterprises of the city during the past decade. In that period, Kalamazoo's investment in factories has been more than tripled and most of them are in the "gilt-edged" class as dividend payers. It is the world's center of the book paper-making industry, with a host of attendant industries; iron, steel, and sheet metal working industries are of greatest importance; and in diversity of industry Kalamazoo ranks first in the state of Michigan.

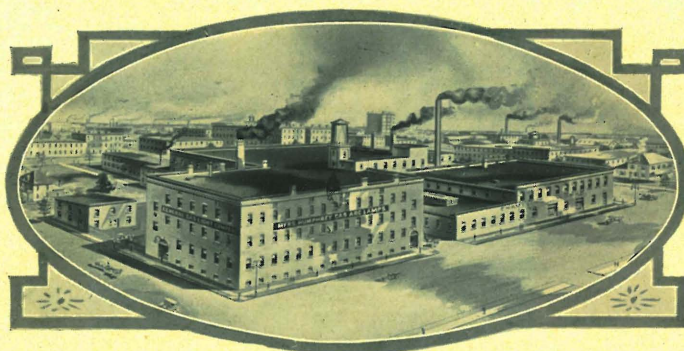


Bryant Paper Co.—One of the Largest Book Mills in the World



If Kalamazoo had only a few of these "super-successful" industries, it might be reasonable to assign their establishment here to accident. But it cannot be deemed possible that so many distinctly different classes of manufacturing should have located in the city, all beginning in a modest way and expanding as time went on into notably prosperous concerns, save on the hypothesis that Kalamazoo furnishes some special advantages to the manufacturer. In its superb shipping facilities, freedom from industrial troubles, cheap electric power, and low tax rates is found the answer.

The transportation facilities afforded by Kalamazoo's seven railroads and electric lines cannot be excelled, furnishing as they do the speediest



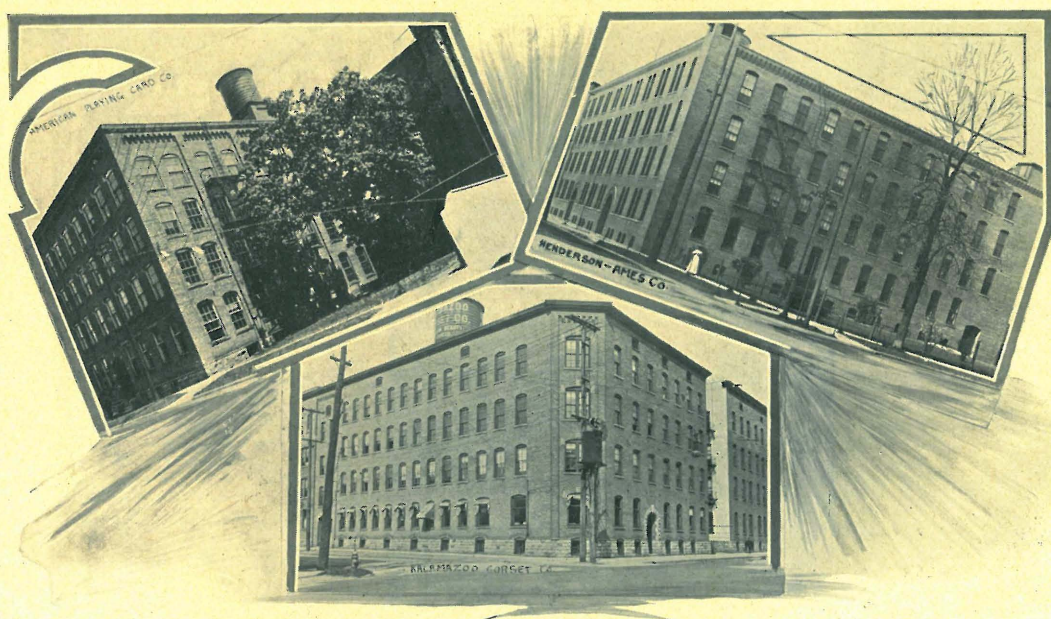
General Gas Light Company

service into every section of the country. Recognizing Kalamazoo's rapid growth industrially, the railroads have made every effort to keep pace with it in their own facilities, and in the improvements now under way are preparing to handle the traffic of the Greater Kalamazoo soon to be.

Part of this facility is due to the fact that Kalamazoo has not, and by the very nature of things can never have a terminal problem. Entering and leaving the city by different routes, the various roads each have ample room for their freight yards, while the existence of a common focus for all the center of the city enables rapid handling from one road to another. So convenient is this layout that it seems to have been planned by one master-engineer who sought only the perfection of symmetry. Through it is handled annually two million tons of traffic, the second largest of the cities of Michigan.

Though the shortest of the seven lines, the Chicago, Kalamazoo & Saginaw ranks high as a terminal road, and has its sidings into many of the largest plants. The Michigan Central, whose double-track main line bisects the city east to west, has tremendous yards on both sides of the river and has just expended \$300,000 in the erection of new freight depots and other shipping



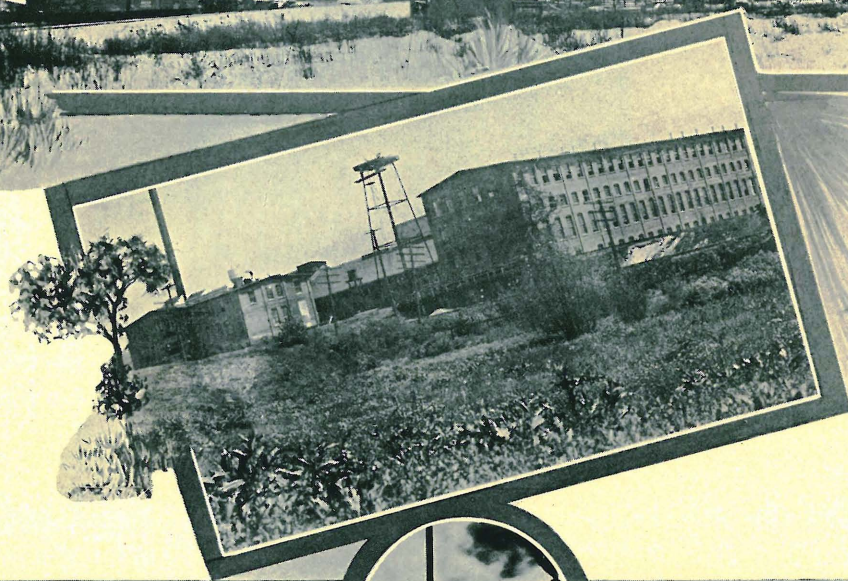
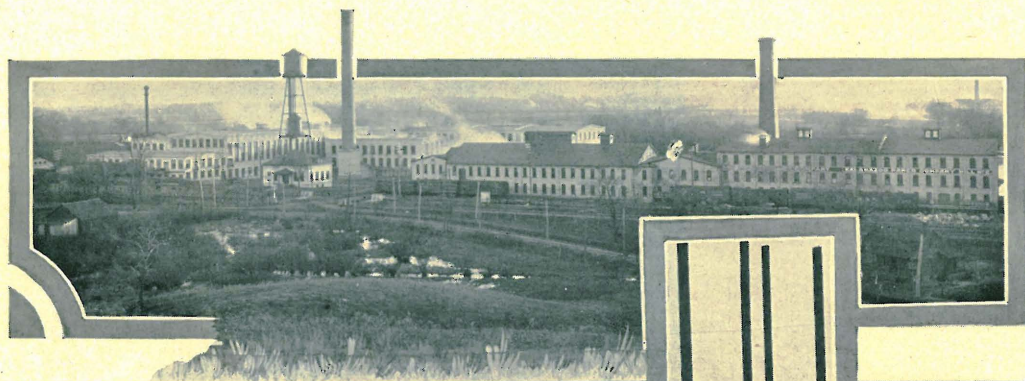


conveniences. The Grand Rapids & Indiana, the Pennsylvania's greatest north and south feeder, has recently spent an equal amount, and maintains a branch freighthouse for the South Side industries in addition to its main terminal. The Grand Trunk Railway has like accommodations, and though but recently entering the city from its main line six miles south, it is securing a handsome business. The Lake Shore & Michigan Southern completes the list of these roads which have been making extensive additions to their terminals, and in addition to the erection of a new down-town freight depot, has expended \$200,000 in the development of new yards in the southern part of the city.

The South Haven Division of the Michigan Central and the Kalamazoo, Lake Shore & Chicago afford quick service by the rail and water route to Chicago and the West. Immense quantities of grapes, peaches, and small fruits are handled by them, although their main business is a heavy passenger traffic. The Michigan United Traction Company handles a large package express business with all cities as far east as Detroit.

The quality of labor procurable in Kalamazoo is of the highest grade and the most reliable in the country. There are many reasons for this, the chief of them being the excellent living conditions and other residential advantages, the good scale of wages paid and the cordial relations existing between employers and employed. Labor troubles are almost unknown in



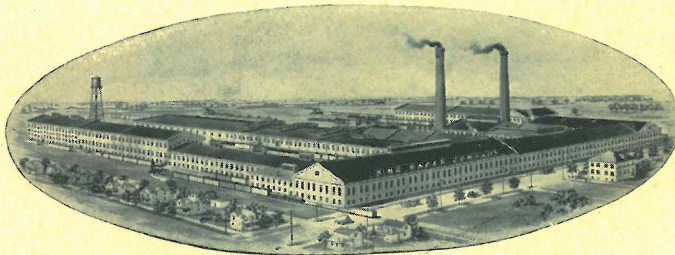


1. Kalamazoo Paper Company.      2. Standard Paper Company.      3. Hawthorne Paper Company.  
4. Riverview Coated Paper Company



Kalamazoo. Male help averages about \$2.50 per day, while female labor is paid an average of \$1.29. Nearly 9,000 men are employed and more than 3,000 women, giving an average of one in every four a bread winner.

The star-like arrangement of the railroads, reaching through practically every district of the city, prevents any congestion of manufacturing industries, and there is an abundance of sites available for new industries. Locations with sidings can be had without increased outlay for these advantages, and the city tax rate of one per cent as fixed by charter provision does not prove onerous.



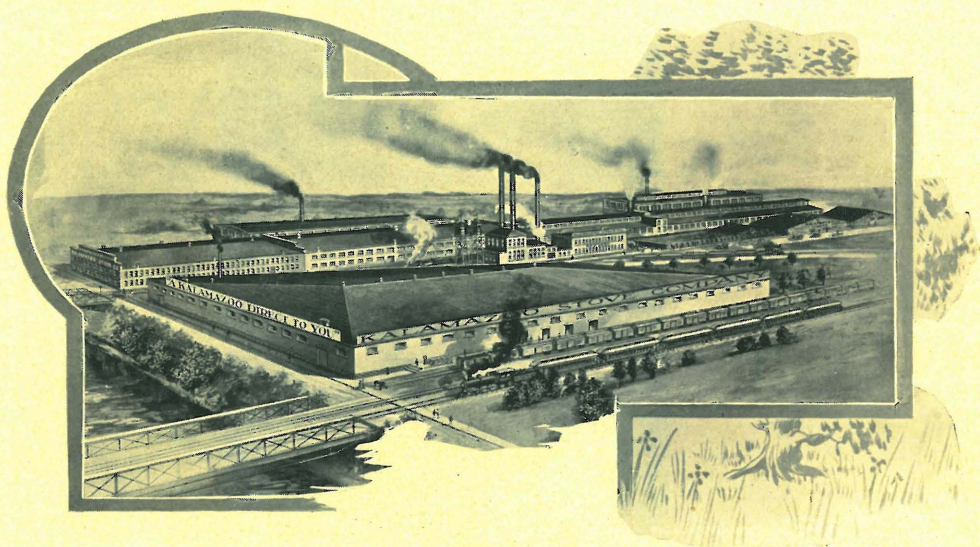
King Paper Company

It is under these conditions that industrial progress has been such that Kalamazoo now boasts of *two hundred thirty factories* of such proportions as to receive the annual inspection of the State Bureau of Labor. Sixteen millions of dollars are invested in these industries, paper mills and allied branches, constituting the largest single classification. Iron and steel working industries rank next. The remaining industries are so varied that the enumeration of but few must suffice. There are three factories manufacturing gas lights, two making regalia and lodge supplies, two folding boats, three making vehicles, two making fishing rods and sporting goods; mandolins, corsets, pills and pharmaceutical supplies, water heaters, automobiles, caskets, electric signs,—an endless variety makes up an imposing list.

The value of products in 1909, according to Government Census Report, was \$18,000,000, an increase of 10 per cent a year, which for 1912 would give an annual production in excess of \$24,000,000.

The manufacture of paper is Kalamazoo's chief industry, there being twelve large mills in the city and ten more in the vicinity which are controlled largely by Kalamazoo capital. The twelve local mills are capitalized at nearly \$4,000,000, but this does not in the least represent the book value of their stocks, which are in no instance less than one and one-half times and in some, seven times the capitalization. Book and other high-grade papers are the chief product, and one mill alone has a daily capacity of 250 tons. All





Kalamazoo Stove Company

told, there are 28 machines in the twelve plants, 30 coating machines, and the combined daily output is 1,200 tons. A visit to one of Kalamazoo's great mills will prove intensely interesting to the lay visitor.

Allied paper industries follow closely in extent and importance, there being 24 of considerable size. Two of America's seven playing card factories are located here, and there are envelope, paper box, label, stationery, and loose-leaf binder firms of large size. The printing trades are well represented, their output including calendars, labels, circulars, and office supplies of every description. Kalamazoo is a city of unequalled advantages for all industries employing paper as a raw material, and the representation of these industries is increasing annually.

Forty concerns are listed under the metal working industries, some of their more important products being engines, boilers, motors, steel springs, railway supplies, auto accessories of all kinds, enameled tanks, gas lamps and gas appliances, trolley wheels, tools, and a multitude of minor products. Kalamazoo has the largest "Direct to Consumer" stove works in the world. Kalamazoo's products have given the city a trade name for quality, not only throughout the United States, but over the entire world.

Not only is Kalamazoo well equipped in public utilities, but the quality of service rendered by them is of the highest class. With an abundance of cheap electric power, an up-to-date gas system, with nearly a hundred miles of main, a local telephone system with 6,500 phones in operation, and an



extensive system of urban car lines, Kalamazoo is better taken care of in these respects than many cities of much greater population. The local lines of the Michigan United Traction Company are eleven in number and furnish adequate service to every section of the city. The company also maintains a handsome amusement park at Oakwood, just outside the city.

Municipally owned water and light plants supply Kalamazoo with these necessities, and an excellent out-of-politics fire department is maintained. A central and five other fire stations house modern equipment for fire fighting and the force of fifty men is on duty at all times. The police force numbers forty men and a new \$35,000 police station is being erected on a convenient



Lee & Cady Warehouse

down town site. Kalamazoo is at present governed by a Mayor and Board of Aldermen, but a more effective scheme is being worked out by a Charter Commission elected by the voters under the Home Rule Act of Michigan. Their charter will be completed and presented to the electorate during 1912.

Four express companies maintain offices in Kalamazoo and furnish service scarcely equaled in any section of the Middle West. The enormous tonnages of celery bring them millions of dollars in a year, in addition to that furnished by the manufacturers, and their facilities here are in keeping with the amount of business which they handle. Both Telegraph Companies are represented, and the Michigan State Telephone Company and the Independent companies furnish good long distance service.

Cheap electric power in large quantities is at hand in Kalamazoo through the development of water-powers on the Kalamazoo, Grand, Muskegon, and Au Sable Rivers. These are controlled by the Commonwealth Power Company, which maintains a 6,000 H. P. steam plant in Kalamazoo to reinforce the 25,000 H. P. generated at the dams in the immediate vicinity. Rates for power run as low as one cent per K. W. hour, and with the completion of long distance transmission lines, any quantity will be available.





Waterworks and Fire Stations





Western Michigan Normal School

## Points of Interest

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KALAMAZOO STATE HOSPITAL

WEST MICHIGAN NORMAL  
SCHOOL

KALAMAZOO COLLEGE

KALAMAZOO COUNTRY CLUB

OAKWOOD PARK

WHITE'S LAKE  
Take Oakland Drive Cars

NAZARETH ACADEMY  
Out Gull Road

BRONSON PARK  
Center of City

MILHAM PARK  
Out Portage Street

SHERWOOD PARK  
East Main Street

CELERY FIELDS  
South Burdick Street  
West North Street

ST. AUGUSTINE'S CHURCH  
Kalamazoo Ave. and Park Street

GULL LAKE  
M. U. T. Cars

RIVERVIEW BASEBALL PARK  
RECREATION PARK, TRACK,  
AND FAIR GROUNDS  
Take Washington Ave. Cars

REGALIA FACTORIES

STOVE FACTORY

GAS LAMP FACTORIES  
In various sections of the city

MANDOLIN FACTORY

FISHING ROD FACTORY

PAPER MILLS

PLAYING CARD FACTORIES

PEPPERMINT FARMS  
Out Ravine Road

GRAPE VINEYARDS  
Southwest of city

BEAUTIFUL DRIVES  
To neighboring lakes in every direction





Henderson Park  
A Five-Year Old Residence Addition

## Kalamazoo in a Nutshell

### KALAMAZOO

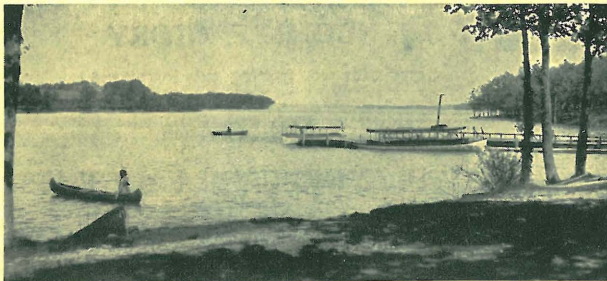
was settled in 1829, incorporated as a village in 1853, and as a city in 1884, when the population was about 15,000. The federal census of 1900 showed 24,404 inhabitants, and in 1910, 39,437, an increase of more than 63 per cent in ten years. On this basis of growth, the Kalamazoo of 1912 has nearly

50,000 POPULATION.

Its eight and a half square miles of area is divided into five wards, and the property is assessed on the 60 per cent basis at \$24,000,000. The city charter allows as a maximum the

### ONE PER CENT TAX RATE,

which provides, among other things, for the maintenance of a police force of forty men and fifty firemen in six fully equipped fire stations. There are 22 miles of brick and asphalt pavement and 118 miles of streets otherwise improved.



Gull Lake

### ABSOLUTELY PURE WATER

is furnished by a \$500,000 municipal water-

works of 7,500,000 gallons' daily capacity, with three new water towers and 75 miles of mains; there are 60 miles of sanitary sewers and 18 miles of storm sewers.





Henderson-Ames Co.

West Main Street

New Y. M. C. A.

## CITY HOSPITALS

are maintained both for tubercular and contagious diseases, two other hospitals under other auspices, and two sanitariums. The birth rate is 20.12 and the death rate 11.57 per cent.

## SEVEN CITY PARKS

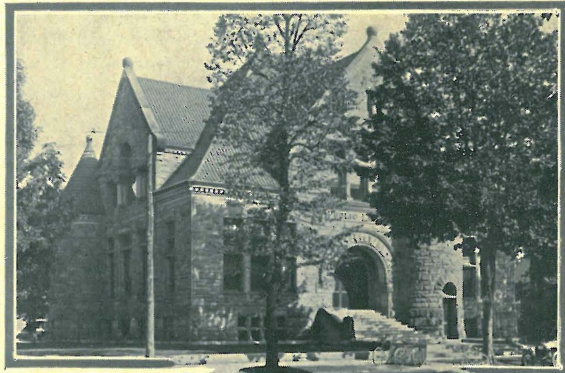
include more than 85 acres, and are reinforced by 255 acres of parking surrounding the state hospital, normal, and other educational institutions. Several well-equipped playgrounds are maintained, and boulevards are being developed along a comprehensive plan, which includes beautifying the river front.

## MODERN SCHOOL SYSTEM

with central and three branch high schools; manual training and vocational schools; eleven grade schools; athletic fields and playgrounds in connection; 220 teachers, 6,300 students. Two Holland parochial schools.

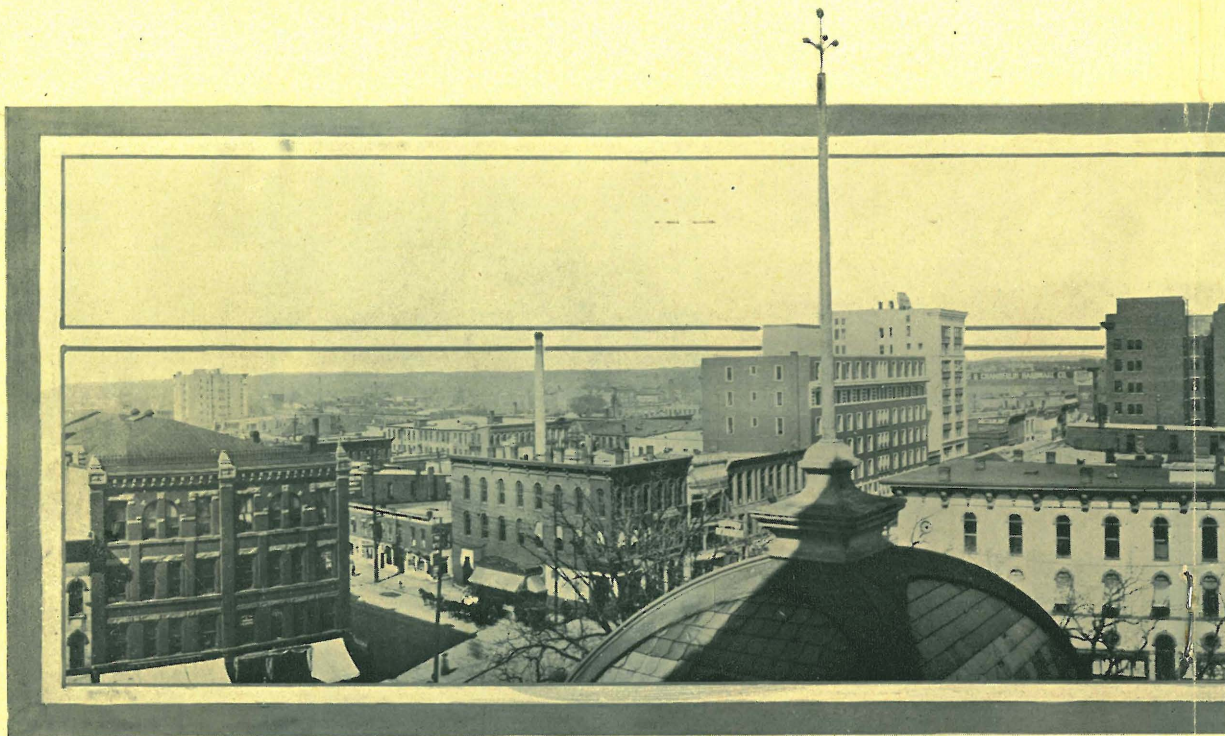
## CATHOLIC INSTITUTIONS

include five parochial schools, high school for both sexes in Gibbons' Hall; Le Fevre Institute; Nazareth Academy for girls; Barbour Hall for boys; St. Anthony's School for the feeble minded, and Borgess Hospital.



Van Deusen Library





Business District from

## HIGHER EDUCATION

is at hand in Kalamazoo College, the oldest in Michigan, and the Western State Normal School, a new million-dollar institution. There are three business colleges and two art schools. The public library, with five branches, and the Ladies' Library Association supply the public.

## RELIGIOUS ACTIVITIES

are centered in 42 churches and five missions, representing every denomination; Y. M. C. A. carries on its work in a \$100,000 building; flourishing Y. W. C. A.; organized bureau of charities. Not a "slum" or tenement district in the city.

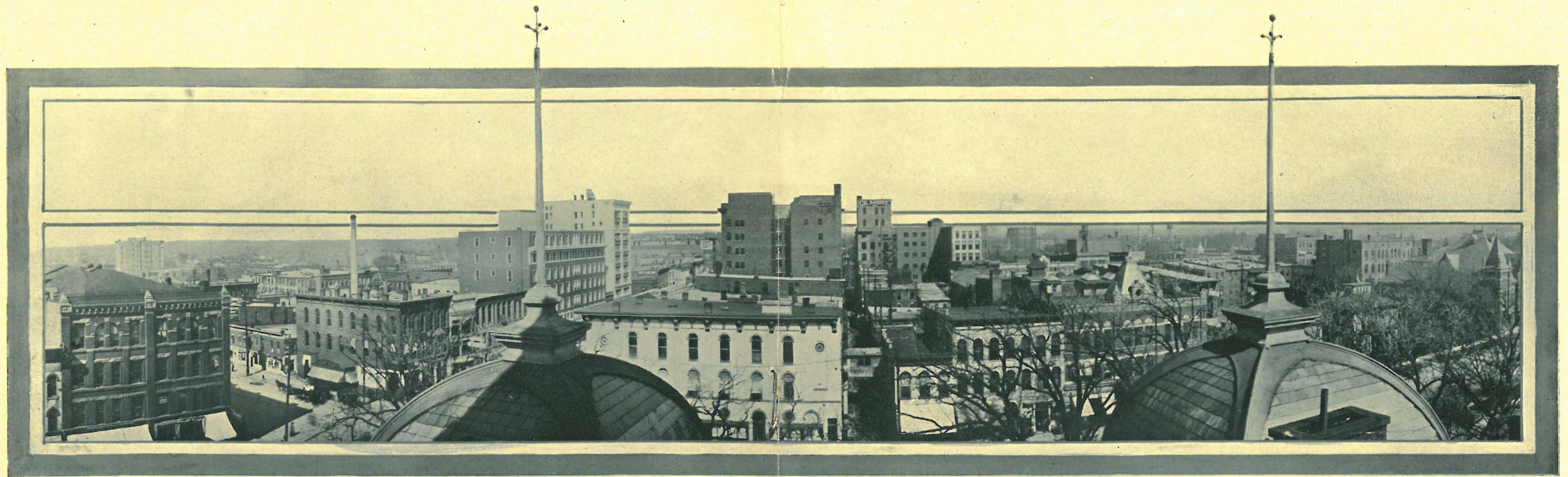
## 48 FRATERNAL ORDERS

are represented, several owning imposing homes of their own; three downtown clubs, two up-to-date country clubs; a legion of patriotic and social organizations; two companies of militia owning \$70,000 armory.

## 456 LAKES

within a radius of 50 miles, spring-fed and swarming with bass and other game fish; innumerable trout streams furnish keenest sport; summer resorts too numerous for mention.





Business District from Courthouse Tower

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### SPORTING FEATURES

of Kalamazoo life are the annual harness meetings of the Grand Circuit, the Great Western and the Shortship Circuits; Southern Michigan League Baseball; amateur intercollegiate and interscholastic sports of all sorts; ice yachting, skating, skeeing, and all winter sports are popular.

### TWENTY-TWO HOTELS

render unexcelled service at various prices; 27 restaurants; two first-class and two vaudeville theaters; numerous vaudettes; fine amusement park; dozens of resorts nearby.

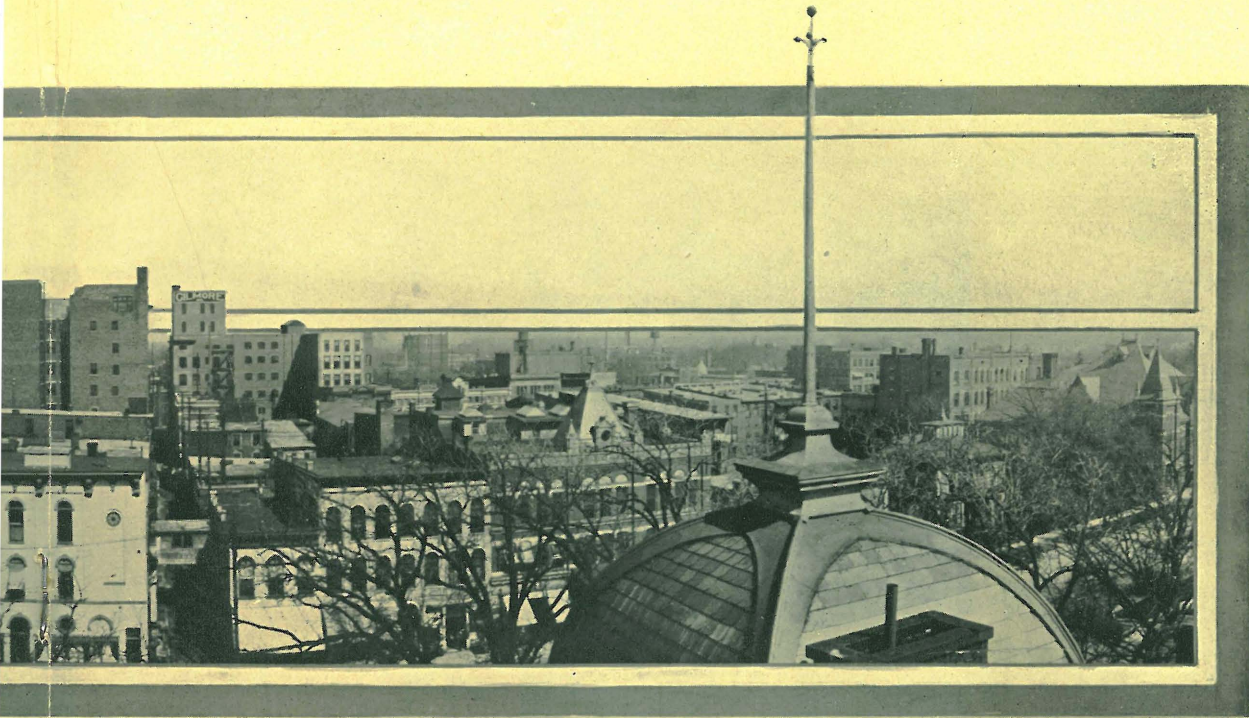
### SEVEN RAILROADS

Michigan Central main line and South Haven division; Lake Shore & Michigan Southern; Grand Rapids & Indiana; Grand Trunk Railways; Chicago, Kalamazoo & Saginaw; Kalamazoo, Lake Shore & Chicago. Seventy-five passenger trains leave our five depots daily and two million tons of freight are handled annually in eleven freight depots.

### FAST ELECTRIC SERVICE

to the neighboring resorts and all cities as far east as Detroit, is furnished by the Michigan United Traction Company, and to every part of the city by





View from Courthouse Tower

## SPORTING FEATURES

of Kalamazoo life are the annual harness meetings of the Grand Circuit, the Great Western and the Shortship Circuits; Southern Michigan League Baseball; amateur intercollegiate and interscholastic sports of all sorts; ice yachting, skating, skeeing, and all winter sports are popular.

## TWENTY-TWO HOTELS

render unexcelled service at various prices; 27 restaurants; two first-class and two vaudeville theaters; numerous vaudettes; fine amusement park; dozens of resorts nearby.

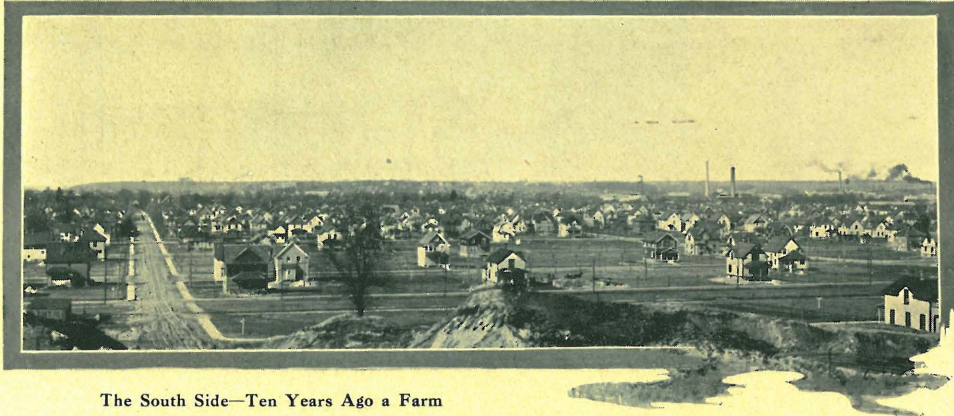
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The South Side—Ten Years Ago a Farm

eleven lines, aggregating 25 miles. Interurbans to the west and north are under construction.

### ELECTRIC POWER

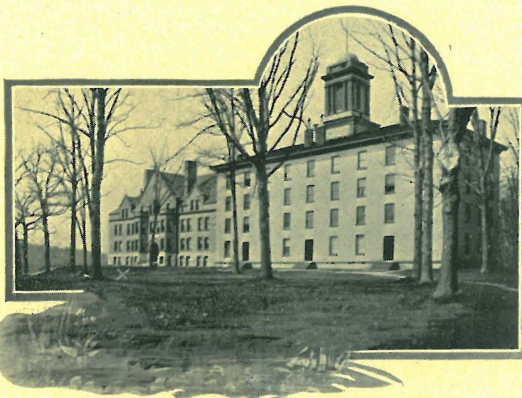
generated at Kalamazoo River dams of the Commonwealth Electric Company, is furnished as cheap as 1 cent per K. W. hour; 25,000 H. P. alternating current available; 6,000 H. P. steam plant for emergencies.

### OTHER PUBLIC UTILITIES

are well developed: gas company with modern plant and 75 miles of mains; four express companies, two telegraph lines, two L. D. telephone companies, 6,500 local phones; two daily newspapers, seven weeklies, four monthlies.

### FOUR BANKS,

two under state and two under federal banking laws, have a combined capital and surplus of \$1,441,000, and resources of \$17,000,000. Not a single failure of national or state banks in Kalamazoo on record. Bank clearings in 1911 were \$35,664,276. Three building and loan associations. Postal receipts, 1911, \$250,000; money-order business more than a million; 10 substations, 34 carriers, 12 rural routes.



Kalamazoo College





Seminary Buildings

## MERCANTILE INTERESTS

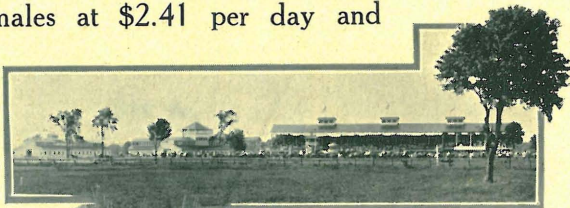
are tremendously prosperous with a market among a buying population of 300,000; 126 incorporated firms, many partnerships; 111 grocers, 40 meat dealers, 25 drug stores.

## JOBBERS AND WHOLESALERS

rank Kalamazoo as the center of Southwestern Michigan, there being two grocers, four paper houses, four fruit jobbers, thirty celery and produce jobbers, two grain firms. Large firms deal in hardware, sporting goods, fishing tackle.

## 230 STATE-INSPECTED FACTORIES

employ a total of 11,000 hands, with an aggregate daily pay-roll of \$25,000; 8,000 males at \$2.41 per day and 3,000 females at \$1.24 per day average. \$16,000,000 invested in local factories and annual output is valued at \$26,000,000.



Recreation Park Fair Grounds

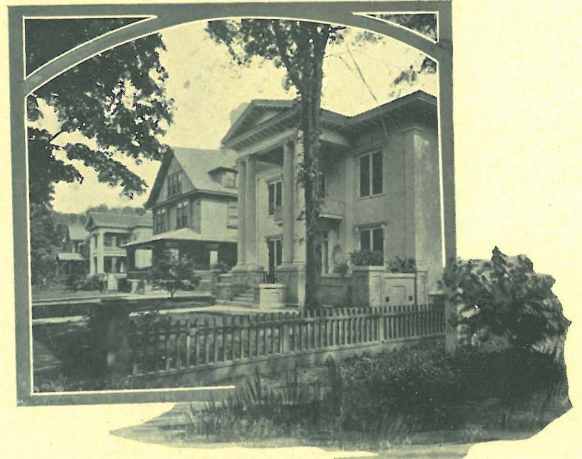




Kalamazoo River at Gull Street  
Bronson Park—A Downtown Breathing Spot

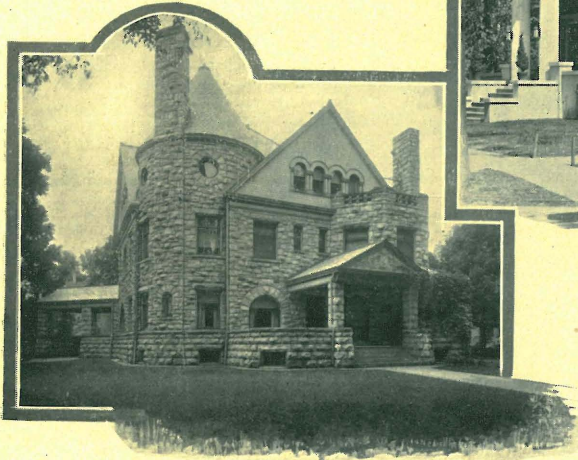
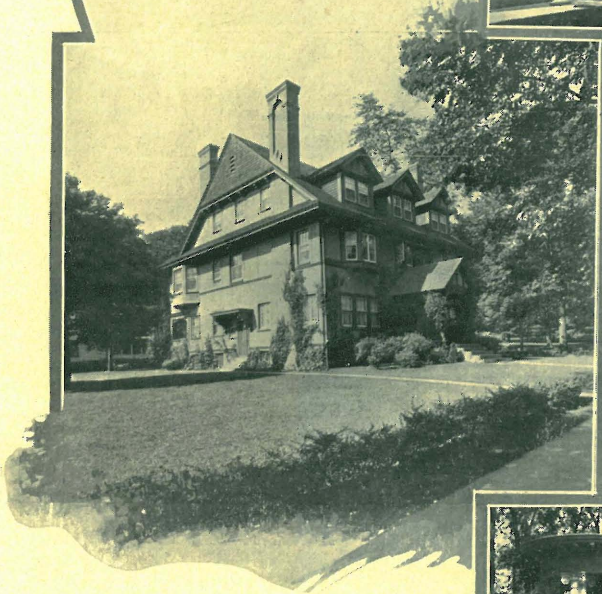
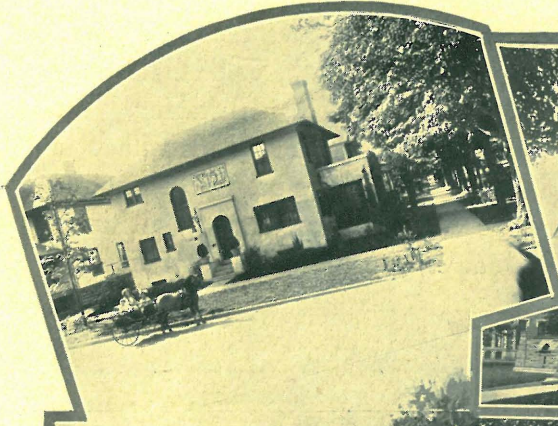


Other things being equal, we are satisfied that the man seeking a home, with a business career in mind, will not fail to appreciate the value that beauty gives to a city in which to live and prosecute any line of undertaking. We who reside here think that as a beautiful city, Kalamazoo stands without a parallel, for one of her size, in the United States. There are many beautiful parks scattered in the various parts of the city, well cared for at all times. Seven of these, covering more than 85 acres, are maintained by the city. The various state and educational institutions within the city add 225 acres more. Development of connecting boulevards and parkways is being followed out along a comprehensive plan, which is being pushed to completion by an energetic Park Commission. The first stretch of this boulevard will soon be under construction, connecting the various parks of the south and south-western section of the city. Playgrounds are maintained throughout the summer season under the direction of the Board of Education, Kalamazoo being one of the first cities of the West to take up this phase of municipal development.

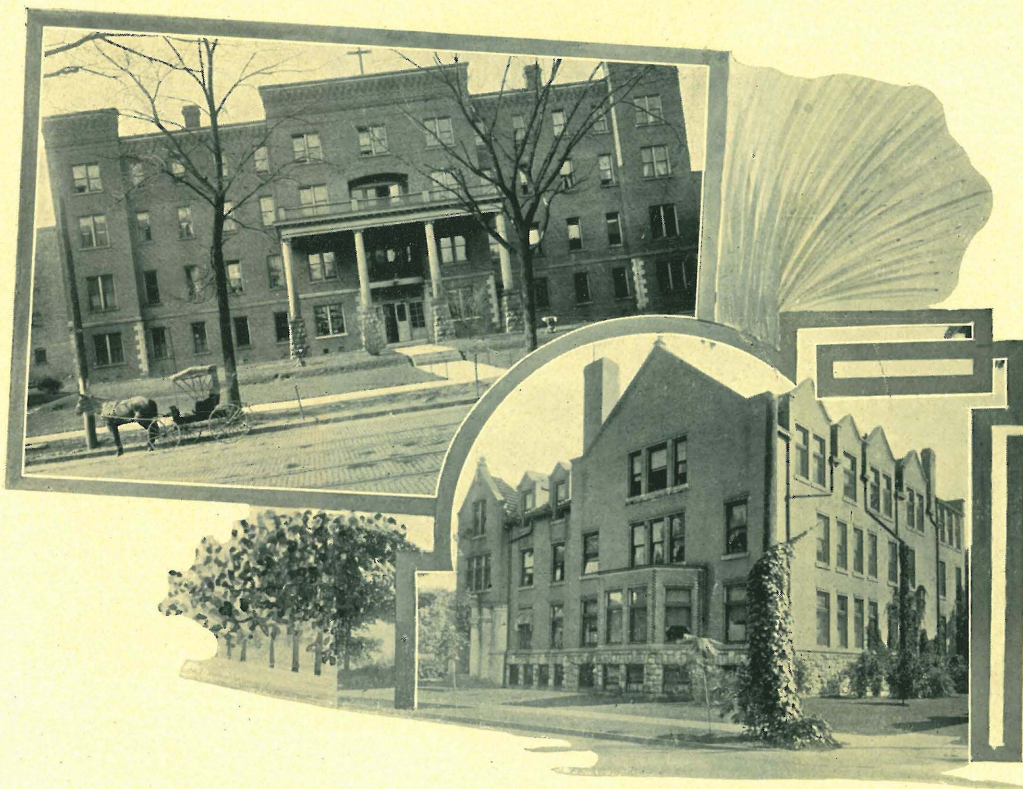


After all it must be accepted that there is no product of civilization so precious as the home. A city that by inspiration calls into existence HOMES, with their attending sacredness, cleanliness and comforts, is greater than a city producing only wares and merchandise; is grander than a city made up of banks and stock exchanges; is more to be lauded than a city of many roads and busy traffic. Kalamazoo is peculiarly a city of homes,—homes varying in cost from the modest cottage of the laborer to the palatial house of the wealthy manufacturer. The principal residential streets are lined on both sides with rows of gigantic oaks, elms, or maples and the citizens take such pride in keeping up their lawns and gardens that the whole city becomes as a beautiful park. Bright, cheerful places of residence located on broad streets and shady avenues, extending in every direction, make a pleasing impression on the eye. There are no "slums" in Kalamazoo; no dark canyons of streets in all its eight square miles. While these characteristics have more to do with the esthetic nature of the people than with the material interests, their value cannot be depreciated in considering why Kalamazoo is a good town in which to live.









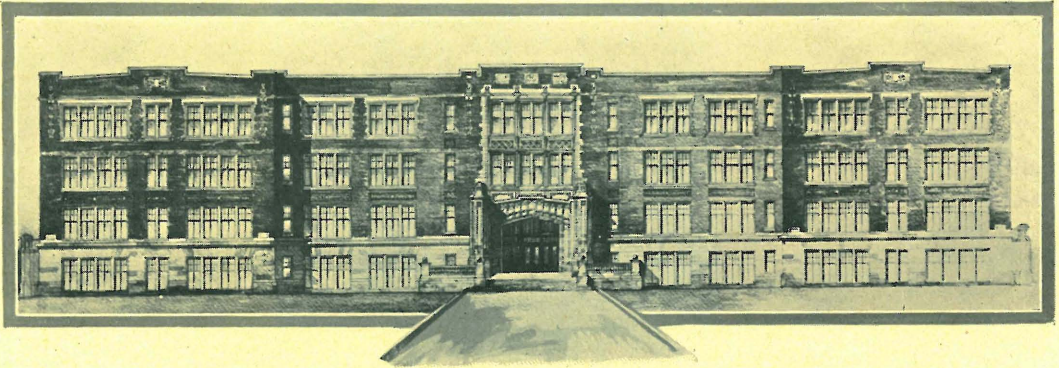
Borgess Hospital

Bronson Hospital

One thing of primary importance is the general health of a city; Michigan's climate is too well known to require any detailed description. Kalamazoo is situated in one of its most beautiful sections, and the summer and winter alike are enjoyable. Nowhere is purer water found than is furnished in Kalamazoo; a competent force of officials are constantly on the alert to safeguard the public health. A Tuberculosis Sanitarium and a Contagious Disease Hospital are among the modern conveniences maintained by the city. There are two excellent hospitals and numerous private sanitariums, while on the outskirts of the city is located the Kalamazoo State Hospital, a small city in itself. More than 2,000 patients are housed here with a small army of doctors, nurses, etc., in attendance.

There is a third consideration in seeking a home—a consideration which is held in higher esteem in this country than any other in the world, and that is the one of educational facilities. In nothing is Kalamazoo richer, more replete or more widely influential than in her numerous and excellent schools and colleges.

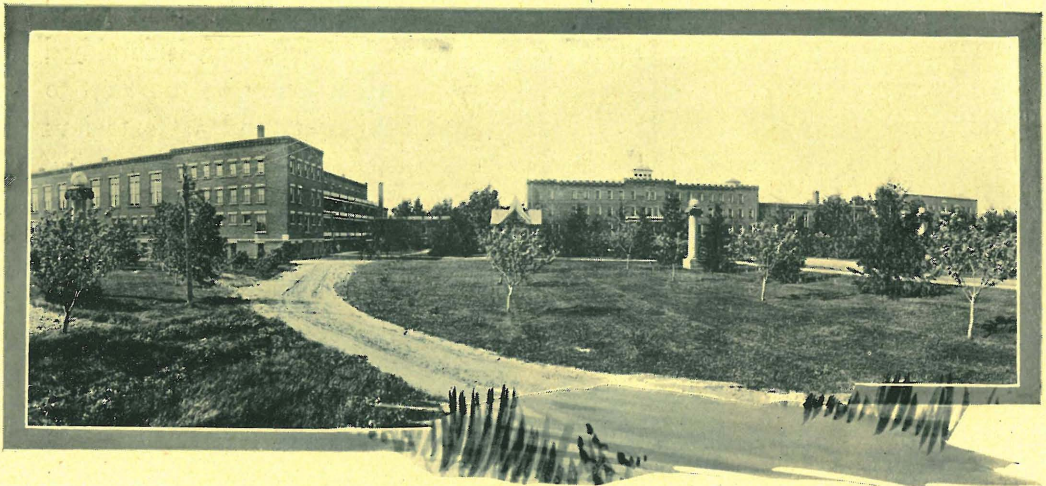




New Central High School

Kalamazoo's public school system includes a central and two branch high schools, a manual training school and a vocational or continuation school. 1912 will witness the completion of a new \$200,000 high school building. Distributed advantageously in every part of the city are eleven fine grade schools, the combined value of the public school properties exceeding a million dollars. Nearly 7,000 students are in attendance and a corps of 220 teachers is employed.

Of the five parochial schools, two are maintained by the Holland churches and the remainder are under Catholic auspices. Gibbons' Hall, the boys' high school of this denomination, offers business courses and collegiate work in addition to the regular high school curriculum, while the same courses for young ladies are provided at LeFevre Institute. Just outside the city in a beautiful park stands Nazareth Academy, a boarding school for girls con-

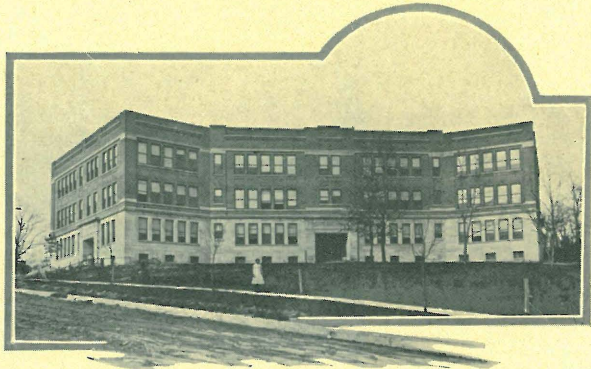


Nazareth Academy

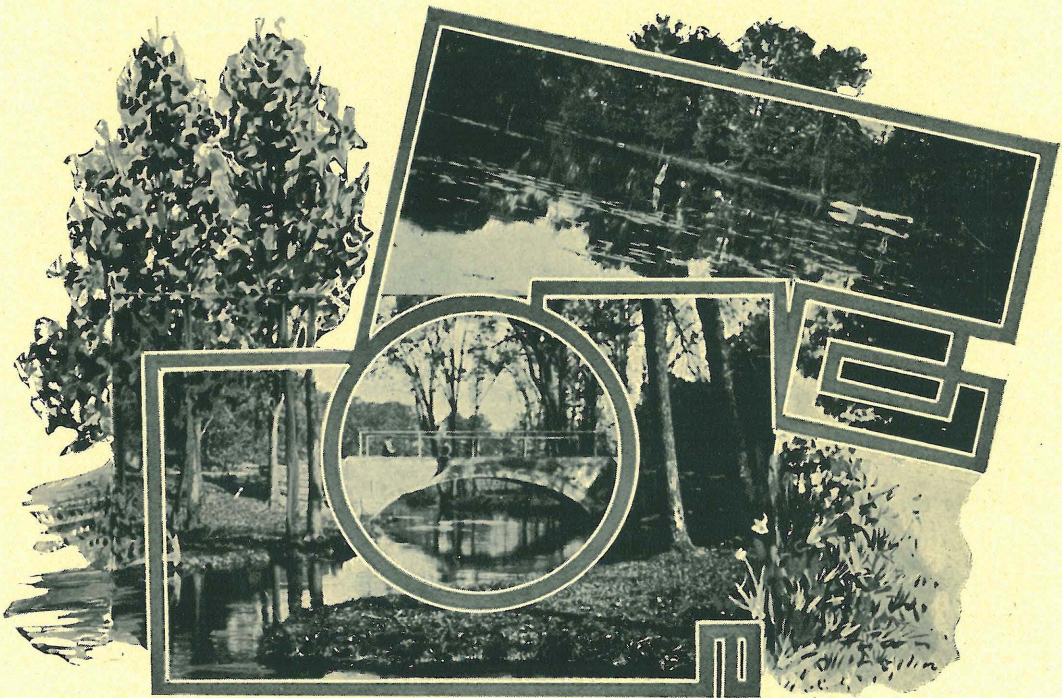


ducted by the Sisters of St. Joseph. Though established only 15 years ago, the Academy has been very successful and there are several hundred students in attendance. Barbour Hall, a boarding-school for little boys under the same auspices occupies a part of the same grounds, which are more than 300 acres in extent. Thirty-five acres are parking, and there is a pretty lake and other surroundings of great natural beauty, which make the institution well worthy of a visit.

Kalamazoo has two schools where feeble-minded children may receive the kindly attention they so much need and where they are taught the simple things they are capable of learning. The Wilbur Home is located on the western edge of the city, while St. Anthony's Home, conducted by the Sisters of St. Joseph, is to the eastward on the Comstock road.

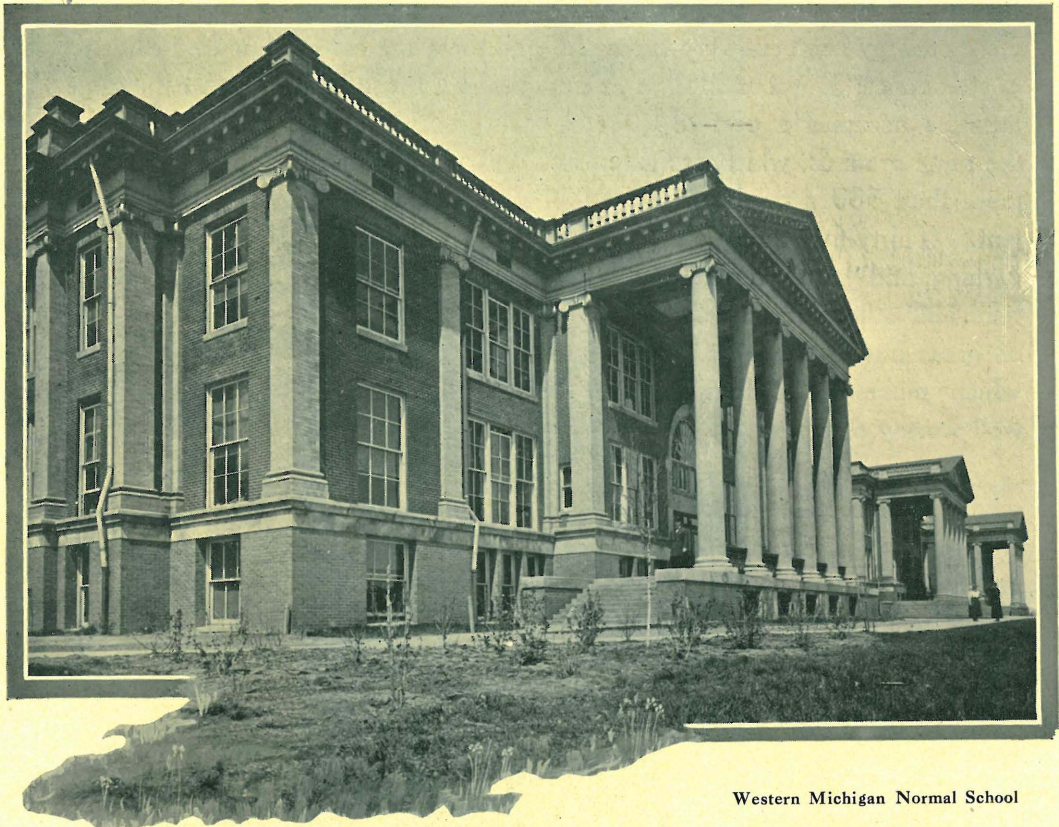


East Avenue School



Milham Park





Western Michigan Normal School

Dominating every vista toward the western end of the city by reason of its commanding location overlooking the valley, the Western Michigan Normal School is Kalamazoo's greatest institution from the architectural as well as the educational standpoint. The great sweep of its eastern front, with its grand porticos of classic pillars, and the panorama of the city spread before, combine to form an impression never-to-be-forgotten by those who behold it. The Normal was established by the state in 1904 and last year had a total enrollment of more than 1,200 students. A thoroughly trained faculty is in charge of the courses of instruction, which include manual training, domestic art and science, music, kindergarten, and public school art. Nearly a thousand students annually attend the summer sessions, and the expense in securing an education here is extremely moderate.

Less than a half mile distant is Kalamazoo College, picturesquely situated among the fine old trees on College Hill and surrounded by a park of 27 acres. In front lies a small lake, the scene of many student pranks, and the college athletic field, with football gridiron, ball diamond, cinder track, and tennis court. A fine gymnasium is being erected during the summer





Kalamazoo College Campus

vacation. Kalamazoo College is the oldest in the state, and offers the complete college courses of study under a faculty of acknowledged prominence. Dormitory accommodations are provided for both sexes, and the college is conducted under the auspices of the Baptist denomination.

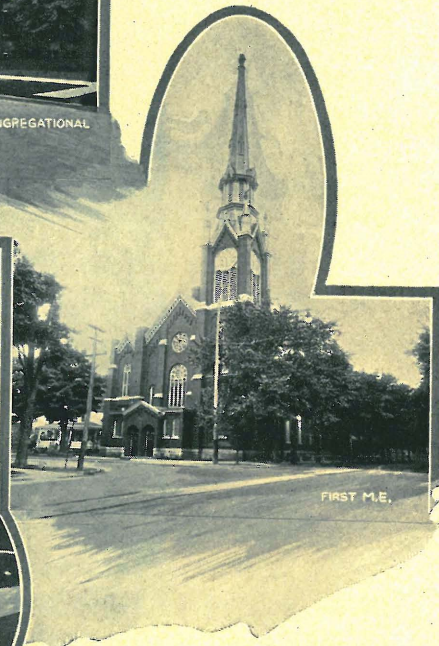
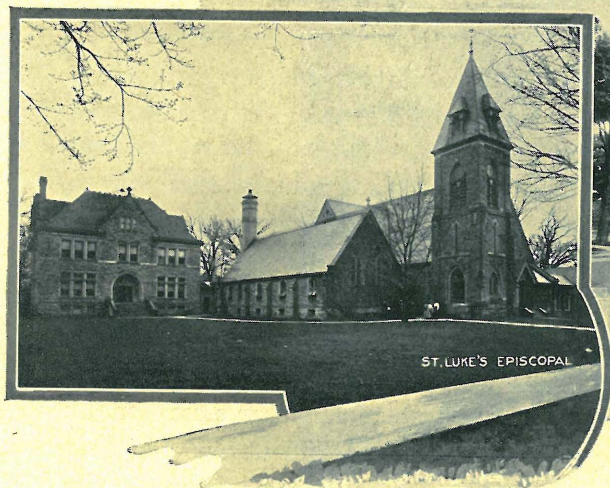
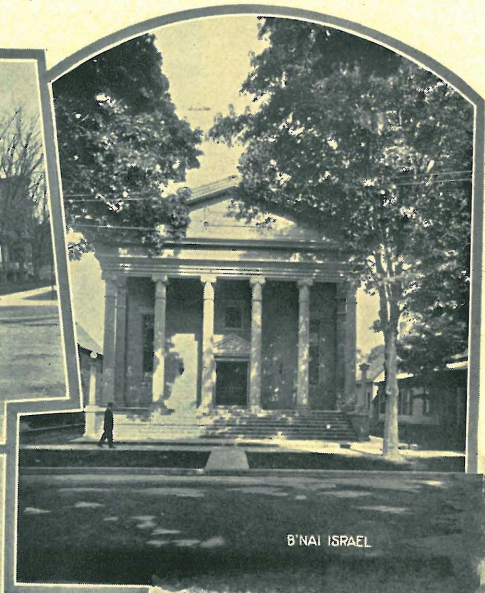


Parsons' Business College

Parsons' Business College heads the list of three institutions of this character in Kalamazoo, and is unusually well located in the most beautiful residence section of the city, just outside the business district. Its reputation is well established and its courses so thorough that the graduates find positions without difficulty. Students of mechanical and architectural drawing and commercial art find in Lockwood's Art School one of the best known institutions of its class in the Central West.

No father or mother, seeking a home city in which to rear a family, can ignore the richness of Kalamazoo's endowment in these educational institutions. It is desirable that our children have every advantage of higher education, but to be so situated that these advantages can be enjoyed without depriving them of that precious home influence,—that is Kalamazoo's blessed opportunity.







As might be expected in a center of education and culture, religious activity fills a vital place in Kalamazoo's social fabric, and every denomination is represented by powerful churches. The broad viewpoint of the leading divines has had the happy result of cementing cordial relationships, despite creedal differences, and as far as church relations are concerned, we have in Kalamazoo a foretaste of "peace on earth and good-will among men." Up-to-date methods of church work are employed, several of the churches have handsome guild houses in connection, one serves an evening meal to working girls, and results are secured which demonstrates the wisdom of a practical handling of the church problems.



Ladies' Library Association

Successful work is carried along by the Young Men's Christian Association, which has just occupied a new \$100,000 home built by popular subscription to replace one burned a year ago. Two floors are given over entirely to dormitories, while other floors are used for gymnasium, swimming pool, and similar activities common to such organizations. The Young Women's Christian Association is conducting a similar work, and is contemplating the erection of a fine building on property recently purchased in the heart of the business district.

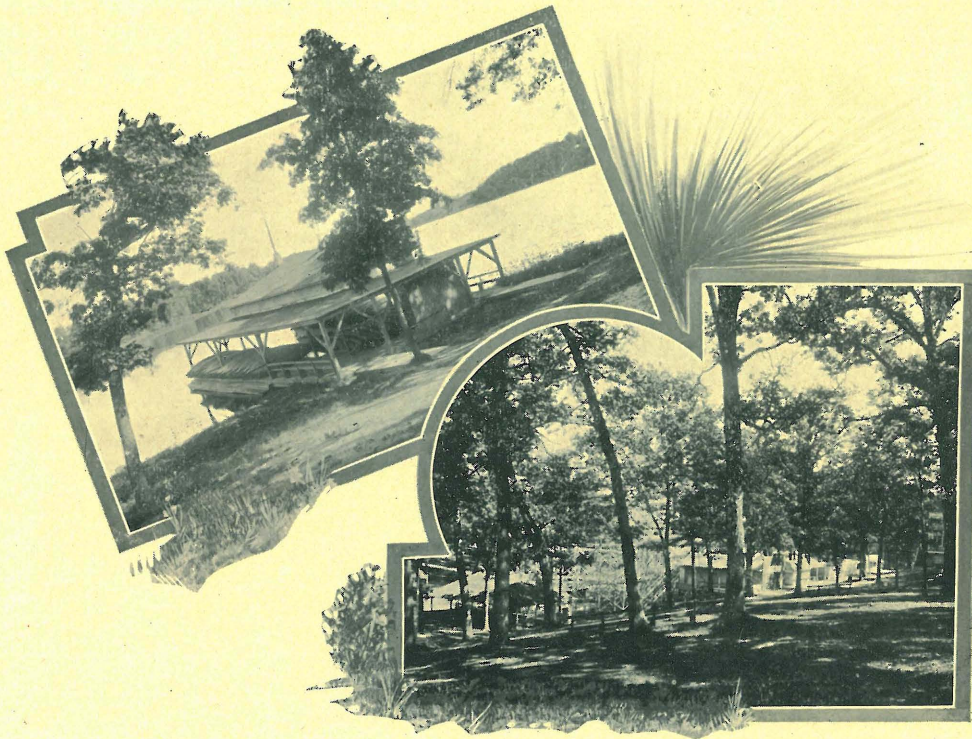
In addition to the care which churches and fraternal orders give to needy and helpless members, an organized bureau of charities is conducted by the Civic Improvement League, employing a professional secretary of wide experience. Visiting nurses are maintained, and a novel feature is a travelling agent of the Savings Fund department. A woodyard is operated during the winter months to furnish work for the unemployed. The Salvation Army and kindred organizations carry on a similar work.





Kalamazoo State Hospital





Oakwood Park

Representing as it does every diverse interest of the city, the Commercial Club stands foremost in the list of Kalamazoo's organizations and has done much in its avowed purpose "to promote the civic, industrial, and commercial interests of Kalamazoo and Southwestern Michigan". It was organized in 1904, now has a large and influential membership, and carries on its work mainly through committees. A paid secretary and assistant are in charge of its work and downtown offices are maintained where meetings of all "booster" organizations are held. The club's slogan of "In Kalamazoo We Do" is known everywhere.

Organizations without number are at work in special fields, the Anti-Tuberculosis Association and the Civic Improvement Association among the foremost. Institutions such as the Boys' Farm and the Children's Home (for girls) are conducted by efficient boards.

Physicians of the city are organized in the Academy of Medicine, which has handsome quarters in the public library and a permanent endowment as well. Other organizations of fellowship and cooperation exist among the lawyers, dentists, various classes of merchants, forming a closely united framework for the business life of the city.





Presbyterian Church

Library

Park Club

It must not be inferred that Kalamazoo is at all lacking in that other metropolitan facility, the "Club". Three organizations of purely social character maintain well equipped homes in the business district, the Park Club being the most pretentious and numbering among its members many of the most well-to-do residents. Practically all the fraternal orders are represented in Kalamazoo, and many of them have fine clubrooms. Notably commodious are the club houses owned by the Elks and the Knights of Pythias, a \$100,000 temple is under way for the Masonic bodies, and the Odd Fellows are preparing to build.



Pythian Castle





White's Lake and Kalamazoo Country Club

Kalamazoo is fortunate in having two finely equipped country clubs, the Kalamazoo Country Club being located on beautiful White's Lake, on the southwesterly outskirts of the city. Golf and tennis are the summer sports, while tobogganing, skeeing and kindred amusements are popular during the winter months. The Gull Lake Country Club, while less accessible, has a membership made up almost entirely of Kalamazoo people with summer homes along that beautiful expanse of water, and boasts of a fine golf course.

The Gull Lake Club has just completed an \$18,000 clubhouse; that of the Kalamazoo Club cost about \$25,000; and every modern feature of club life is provided. The golf courses are unrivalled in scenic beauties, and are maintained under the direction of professionals of national fame.



Gull Lake from the Country Club





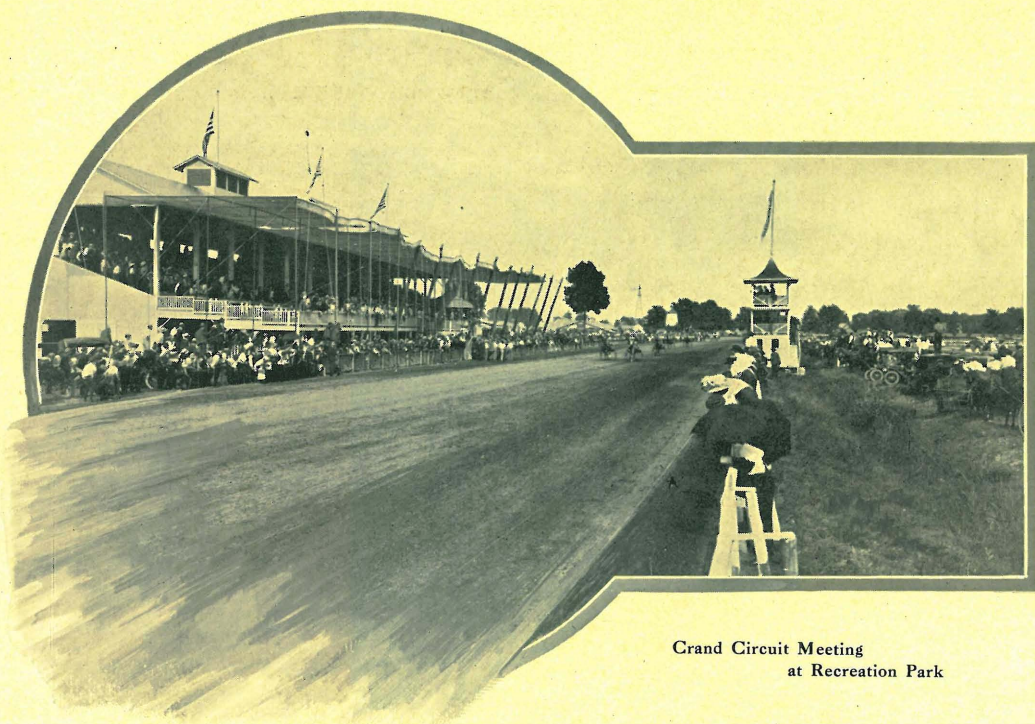
Lover's Lane at Gull Lake

In fact, amusement of any description is not hard to find in and about Kalamazoo, the many theaters, clubs, and varied social life making the winter a lively season. But it is in the warm months that Kalamazoo is in her glory as an amusement center. Almost half a thousand lakes within a radius of fifty miles, 117 within Kalamazoo County itself, all of them spring-fed and teeming with game fish,—streams stocked with speckled beauties, a veritable paradise for the sportsman. All the life of the summer resort along the larger lakes, with their hotels, pavilions, and rows of cottages; “the simple life” on those of smaller size or less accessible. Michigan in Summer,—a phrase brimful of the happiness of “real” living.

It would be impossible to undertake here an enumeration of the attractions and distractions at the convenience of the residents of Kalamazoo; just a few in passing:

Inter-Collegiate sports of all sorts, foot ball, base ball, track tennis and basket ball, provide a continuous program the year round. Golf and tennis at the Country Clubs.





Grand Circuit Meeting  
at Recreation Park

League Base Ball at Riverview Park between teams of the Southern Michigan Association, in which Kalamazoo won the pennant in 1910 and 1911.

The Grand Circuit, Great Western, Michigan Shortship, and Interstate Fair harness races; matinee races winter and summer by Kalamazoo Driving Club members.

This is also a great section for stock raising, and the lovers of horseflesh are found in as great numbers as in Old Kaintuck. Here the breeding and training of harness horses is the amusement of every ruralist as well as the city resident, and the popularity of the harness sport is evidenced by the holding of four meetings of the Grand Circuit in this state, as well as countless paces at fairs and lesser circuits.

Varied farm products and the many others of every description form the bulk of exhibits at the annual Southern Michigan and Northern Indiana Inter-State Fair, which attracts immense crowds to the Fair Grounds at Recreation Park during early autumn.



There was a time when the mere mention of Kalamazoo brought to its hearers almost instantly the thought "Celery Town." The city's fame in the growth of this succulent product of the garden was world-wide, and while other sections are now in the field as heavy producers, "Kalamazoo Celery" means the best on the market. During the season which extends from August 1st to December 1st, the shipments of celery alone average seventy tons a day, and a mark of 203 tons in a single day has been reached. These shipments are entirely by express, and the charges amount to double the value of the celery which is more than a million dollars. There are more than 500 acres of celery land in the city, tilled by the hardy Dutch stock seasoned by centuries of intensive farming.

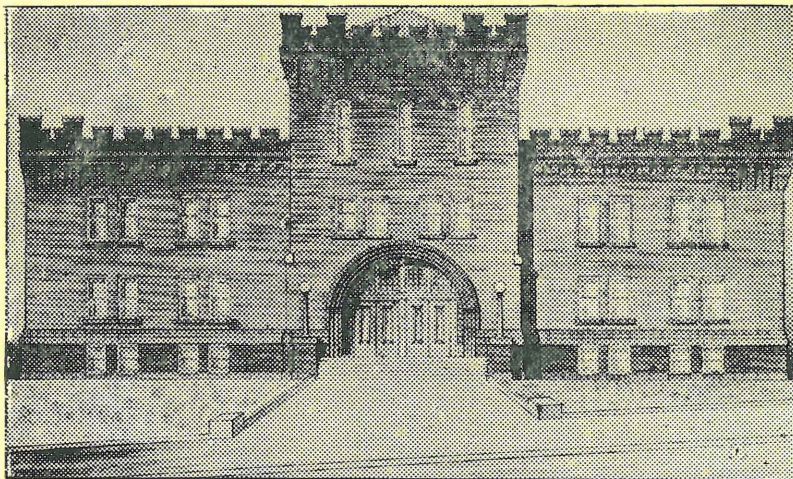
Peppermint is another crop in which Kalamazoo leads the world, 60 per cent of the production of peppermint oil being made in a single factory in Kalamazoo.

Garden truck of every sort, gensing and all varieties of small fruits, are raised in the immediate vicinity, and the value of the crops runs into many millions of dollars.



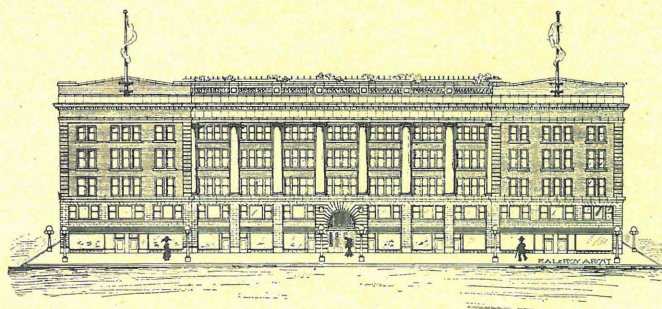
Celery  
Field  
in  
"Celery  
Town"





New State Armory

The story of Kalamazoo has been but illy told when its past and present attainments alone have been recounted. The feature of this fast growing city presents in itself an extended and inspiring theme; a fitting sequel to this story of present day achievement. In the list of public improvements for which Kalamazoo is now preparing, are the following: The development of a complete park and boulevard system, the elevation of all railroad lines through the city and the erection of a union depot; the completion of a new municipal electric lighting plant and the installation of ornamental lighting standards in the business district; several new bridges across the river and the parking of its banks through the city. The erection of a combined city hall, county building and municipal auditorium. Work is being pushed along these lines and with the spirit characteristic of Kalamazoo the completion of these will mark the inauguration of still more movements for municipal advancement.



Proposed Combination Courthouse and City Hall



When one contemplates Kalamazoo's army of well paid and contented workers,—an army continually swelled by the establishment of new plants, the mystery of Kalamazoo's commercial prosperity is solved. Where merchants know no "dull times", no man walks her streets in idleness as a non-producer and a burden on the tax payer, through inability to obtain remunerative employment should he honestly desire it.

In these evidences of civic enterprise, of "push" and "hustle", of determination to secure educational and residential advantages is the promise of the greater Kalamazoo; in what has already been accomplished along every line of municipal improvement is

### THE LURE OF KALAMAZOO



Further information may be secured from the Secretary

THE COMMERCIAL CLUB

KALAMAZOO, MICHIGAN



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